

Now that we are both looking at the same ad, the next step is to list all the benefits the ad promises people who use this diet secret. We'll start with the headline and work our way through each sentence of the ad to find all the benefits we can.

I'll list each benefit in bullet format under this sub-headline...

### **Benefit List For Diet Ad**

- changed my entire life
- melts fat fast
- works fast
- burns fat off by the hour
- lose weight faster on diet than running
- fastest safe diet in the world
- slimmer waist in 36 hours
- better than exercise
- brings hunger to a dead stop
- no hunger
- metabolically impossible to experience hunger
- more energy within 5 days
- simple
- easy to follow
- can eat in restaurants
- no counting calories
- no measuring portions
- healthy and safe
- get healthier every day you stay on diet
- lose weight whether you exercise or not
- lose weight automatically
- eat out as often as you like
- fast, safe and simple
- relies on substance that reduces hunger
- nerves will be soothed
- never feel deprived
- pleasurable and fun
- introduces you to 5 delicious foods
- releases tension from your nerves
- get an emotional lift
- releases natural fat burning power of your system
- eat more without weight gain
- get a sparkling new body
- have more energy
- look younger
- enjoy peace of mind
- feel good all the time
- book contains step by step plan

- book is easy to read in one evening
- no risk offer
- postdate check if skeptical

That's quite a list of benefits. I may have missed one or two here and there but the point is to get all of them down on paper. You'll notice some of these benefits are expressed in a different way and therefore presented more than once. That's okay. You want to get them all down and be redundant about it.

### **Do This For Each Of The Swipes You've Chosen**

Next, circle all of the benefits that appear in each of the swipe ads. You'll notice that some benefits are expressed by just about everyone selling the same product. Good. Make a note of those benefits.

Because you want to make sure to include them in your ad. Those benefits should be written down on another piece of paper labeled "Must-Have Benefits".

Once you've finished the above...

### **Make A List Of Facts About The Product In Each Swipe Ad**

Start from the beginning of the ad and write down all the facts that are there. Some of the facts will be about the person in the ad. For instance, here are some facts from the ad we're using as an example...

- person in the ad is Nancy Pryor
- she is 35 years old
- she is a housewife
- she has three children
- etc.

As you go through the ad you'll notice facts about Nancy, the diet, the book she is selling, the no risk offer. All of those facts are necessary to make a note of. Why? Because they will allow you to know... WHAT TO SAY... in your ad. Those facts are the type of facts you have to include in your own ad. Not the exact same facts, of course. But similar in nature.

### **Make A Fact List About Your Promotion**

A fact is simply what something is.

For instance: the car is blue... the book is 125 pages... the author is a housewife. Etc. Etc. Etc.

You need this list because you have to include facts about your product within the body copy of the ad. You'll just replace the facts in the swipe ad with facts about your product.

Say you are selling a book about a diet. Some of the facts you will include...

- how fast the diet works
- who developed the diet
- how did they discover it
- what does the diet consist of
- etc.

Go back and read the diet ad we're using as an example. You'll notice all of these facts are in the ad. They need to be there in order for the ad to sound believable to the reader. Take your product and make a long list of facts pertaining to it. Use the facts in your swipe ads as a basis for your own list.

Later, I'll show you how to use these facts in the copy.

Finally....

### **Make A Benefit List For Your Product**

Take all the facts you've written down about your product and turn them into a benefit. Here are a few examples...

**Fact:** Your diet starts working within 24 hours.

**Benefit:** Start losing weight within the first day.

**Fact:** Your diet lets people have a "cheat day".

**Benefit:** You can still go out with friends and eat.

**Fact:** You'll lose at least 10 pounds the first week.

**Benefit:** Fast results will keep you motivated.

Make sure you include the benefits that all the swipe ads contain. This way you are not missing out on any hot button. However, be sure whatever benefit you promise the product delivers. Otherwise, you could get in trouble for false advertising. So keep your claims truthful and within...

### **What Typically Happens When Someone Uses Your Product**

This portion of the process is... work.

No doubt about it. You have to do a little reading and writing to create these Fact and Benefit lists. Soon you'll be using these facts and benefits to write the copy for your ad. But notice something important: Everything we've done has been modeled after successful promotions.

No guessing. No wondering and hoping to get the process right. By following these simple steps you now have all the information you need to craft a winning ad that brings home the bacon.

But first, you're going to have to...

## **Take A Break**

Look, at this point in the process, your mind is crammed full of facts, benefits and other information. You've just finished all of the necessary "research". Had you not done this research, your ad would not come out the right way.

Essentially, getting all the facts and benefits down on paper is sort of like gathering the ingredients for a cake. You look at successful recipes and get the ingredients together to make your own cake. Or in this case... your ad. Before you can start writing, though, you need to step back from the project and...

### **Let Your Subconscious Mind Work On The Ad For You**

Maybe that sounds kind of strange to you. But, here's something you should be aware of: You have already given your mind a task. To help you write a winning ad. So your mind is now in a "goal-seeking" mode. It's looking for all the things it needs to piece this ad together for you.

The way you help it is by... (1) setting the goal... (2) gathering the “ingredients” by reading those swipes and preparing the facts and benefits lists... and... (3) by stepping back and letting the subconscious sift and sort through all that data.

During this “down time” process, your mind is putting everything together.

But you have to do...

### **Two Things To Make This Part Of The Process Work...**

1 **Do not think about this ad for at least two or three days.** You’ll notice an urge to get back to it. Don’t. Just let things be for a couple of days. Let everything simmer and “stew” without paying attention to this subject.

2 **Do something else...** or even... something fun. After you’ve finished your fact and benefit lists, put the project out of sight in a folder somewhere and take a little time off if you can. If not, go on to something completely unrelated. This is critical.

After a couple of days or so, your mind will be sparking ideas left and right. Have a pen and paper handy and jot down what comes to you. These ideas are little nuggets of inspiration you’ll want to capture.